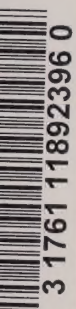
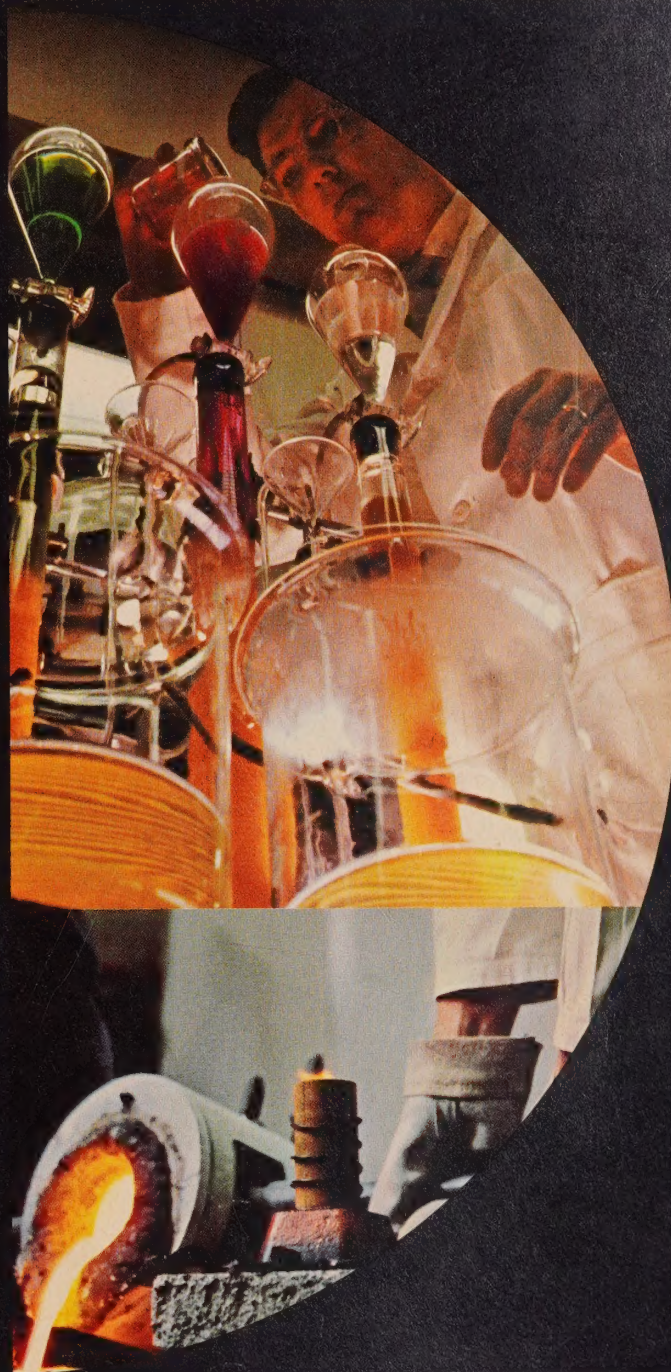


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# ONTARIO

workshop of canada









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Produced by  
Information Services  
Department of Trade and Development  
950 Yonge Street  
TORONTO 5, Ontario  
CANADA

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Deputy Minister



Deputy Minister  
S. W. Clarkson

Minister  
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April, 1968

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# Contents





# ONTARIO

*Imperial Oil Collection*



*Loyalists on their way  
to Upper Canada.*

*Macdonald-Cartier  
Freeway.*



They came in the 17th century to explore the unknown vastness and to hunt for furs.

The early explorers, trappers, traders and missionaries in North America were followed across the Atlantic by a trickle of pioneers during the next 100 years. But it was refugees from the American Revolution which began in 1775 who spearheaded large scale settlement and development of what was to become known as Ontario.

ONTARIO . . . in the language of the native Indians, generally accepted as "Ontare," meaning lake, and "io" meaning beautiful. ONTARIO . . . second largest of Canada's 10 provinces, the nation's geographic and industrial heartland and its richest market.

It sprawls some 412,582 squares miles from Hudson Bay in the north to the Great Lakes and six bordering U.S. states in the south — at one point to the same latitude as Northern California. Almost as large as France, Italy, and West Germany combined, Ontario is one of the few regions in the world containing all the elements basic to the development of a modern, diversified industrial economy.

The province boasts valuable raw materials, an abundant water supply, low-cost power, fertile agricultural land, and abounding tourist attractions.

One-third of all 20,550,000 Canadians live in Ontario. They produce more than half the nation's manufactured goods, 80 per cent of the steel production, and one-quarter of agricultural and pulp and paper products. Responsible too for 40 per cent of the national income and with a gross provincial product exceeding \$25,000,000,000, Ontario has clearly become:

The Workshop of Canada!

# The land, the climate

Heaving glaciers of bygone ice ages scarred, beautified and enriched the landscape. Nature's deft hand sculptured the famed pre-Cambrian, or Canadian shield, which extends from Labrador west to the Prairies, and covers approximately three-quarters of Ontario.

The glaciers gouged out more than 250,000 lakes and left behind countless rivers and islands. In all, fresh water covers 17 per cent of the province. The land generally varies between level and undulating.

One thousand miles across and another thousand in length, Ontario is bound by the salt water coastlines of James Bay and Hudson Bay in the north, four of the five Great Lakes in the south, and the sister provinces of Quebec to the east and Manitoba in the west.

Traditionally, the province is defined in terms of Northern Ontario and Southern Ontario (see map inside front cover). These sectors reflect wide differences in both natural and man-made characteristics.

The rough Canadian shield contains some of the earth's oldest rock and land. The more gentle lowlands of the Great Lakes and St. Lawrence include some of the richest known agricultural soil.

By far the greater proportion of agriculture and manufacturing is located in the more settled regions of Southern Ontario. The mining and forest industries are concentrated in the northern part of the province.

The abundance of hydro-electric power made possible by the rivers of the Canadian shield, as well as Niagara Falls, has been an important factor in Ontario's industrial development. Excellent transportation facilities, particu-

larly via the Great Lakes, have made it possible for the province to obtain raw materials and distribute finished goods at low cost.

The huge bodies of water on three sides of the province have a moderating influence on the climate. They cool the summer, lessen the severity of winter, delay autumn frosts and reduce the difference between day and night temperatures.

Ontario's climate ranges from humid continental in the south, to subarctic in the far north. Soft greens herald spring in Ontario, while ripening crops and shimmering warmth are the images of summer. Autumn is generally a riot of blazing gold and red foliage. Winter's panorama is glittering snow and long shadows.

Much of the climate of inhabited Ontario is comparable to that of Central and Eastern Europe, Northern Japan and northern states of the U.S.

Mean annual precipitation in Southern Ontario varies from 26 to 40 inches and is fairly uniformly distributed throughout the year, with no pronounced wet or dry season. A belt of fairly heavy snowfall, January to early March, extends through Southwestern Ontario from London to Owen Sound, and crosses Georgian Bay into Muskoka and Parry Sound.

In Northern Ontario, precipitation varies from about 30 inches a year at Sudbury to 15 inches on the shores of Hudson Bay. More than half the precipitation occurs in the warm season. Most of the inhabited parts of Northern Ontario get from 80 to 100 inches of snow in winter, while the northern part generally receives less than 60 inches.



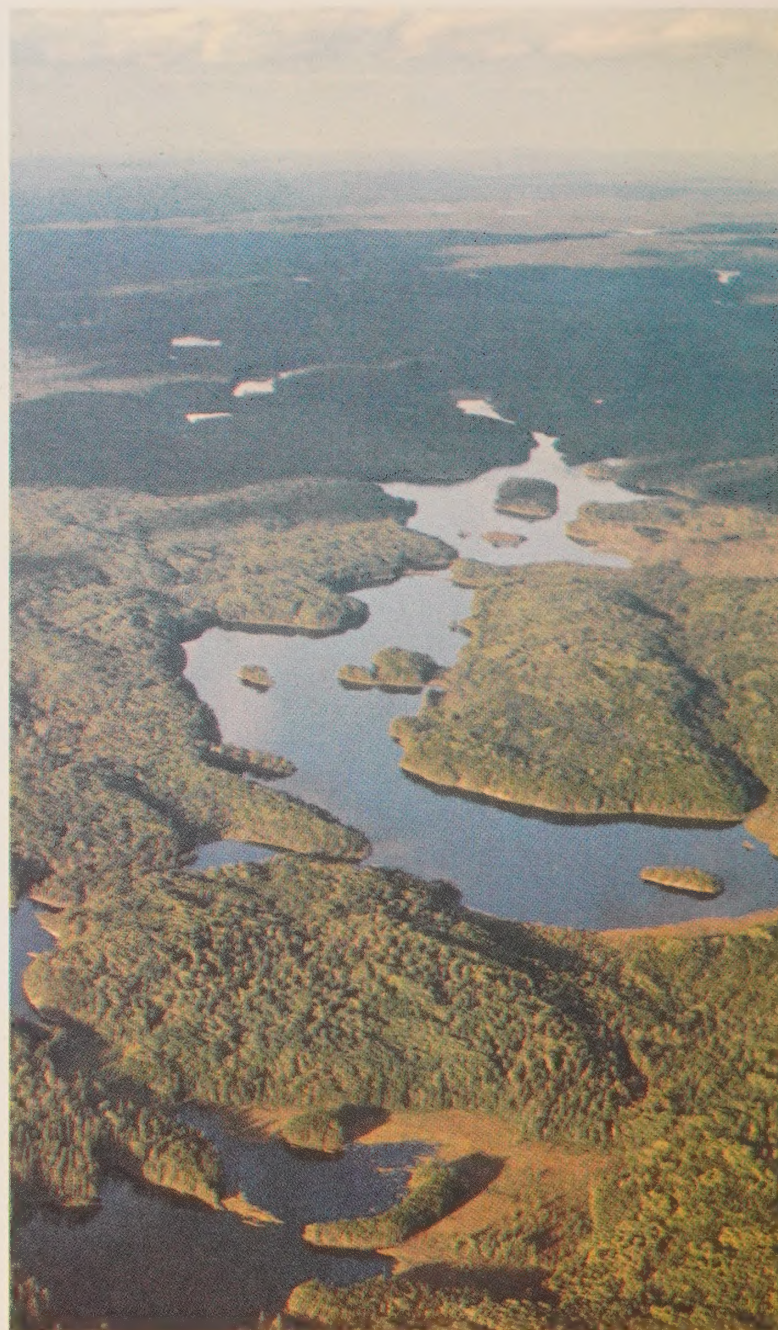




# Ontario highs and lows

Average daily minimum and maximum temperatures at selected points in Ontario:

		January		April		July		October	
		Low	High	Low	High	Low	High	Low	High
COCHRANE	F	-9	12	23	45	51	75	32	50
	C	-23	-11	-5	7	10.5	24	0	10
KENORA	F	-8	10	28	46	57	77	36	48
	C	-22	-12	-2	8	14	25	2	9
OTTAWA	F	3	21	31	50	57	80	37	55
	C	-16	-6	-0.5	10	14	26.5	3	13
PORT ARTHUR	F	-2	18	27	45	52	73	34	51
	C	-19	-8	-3	7	11	23	1.5	10.5
SAULT STE. MARIE	F	9	25	28	46	51	75.5	37	55
	C	-13	-4	-2	8	10.5	24.5	3	12.5
TORONTO	F	18	31	36	52	61	81	42	57
	C	-7.5	-0.5	2.5	11	16	27	5.5	14
WINDSOR	F	20	32	38	57	62	82	44	62
	C	-6.5	0	3.5	13.5	16.5	27.5	7	16.5





*Canadian National  
Exhibition, Toronto, world's  
largest annual fair.*





# People mosaic

Ontario is people. More than 7,000,000 of them by latest count — a total expected to double by 1996. And collectively speaking, the population is growing younger with the years.

From the four corners of the earth they continue to settle in Ontario. New-comers enrich the province both culturally and economically. Rather than "melt" into a common pot, Ontarians tend to form a society of homogenous groups — a mosaic of people with each group contributing to the whole.

In the early 1600's, when trading and mission posts were built along many of Ontario's waterways, an estimated 45,000 Indians lived within what were to become the boundaries of the province. The French were the first permanent white settlers, with communities in the Windsor-Detroit area half a century before Canada came under British rule in 1763.

Effective settlement began in 1784 when large numbers of persecuted United Empire Loyalists trekked north for refuge following the American revolt against British rule. Joining them in the formidable task of breaking in new land were groups of Scots, Irish, Dutch, Swiss and Germans.

By 1812, when the young colony's very existence was threatened by the British-American war, the population numbered 80,000. Militia units and Indians rallied to support outnumbered British regiments to repel a series of American invasions.

The population totalled 430,000 by 1840, and at the time of Confederation in 1867 had increased to 1,500,000. It has grown steadily since.

Immigrants settling in Ontario since the Second World War average 67,600 annually, and represent more than half the total immigrants to Canada. Britishers are the largest single group, but almost every country contributes immigrants — ranging from 5 per cent to less than 1 per cent of the annual total.

Ontario's population grows at the rate of 20 new arrivals an hour — by birth as well as by immigration. To maintain present standards it is estimated that the province will need every 100 days during the next decade, 18 new

dentists, 32 lawyers, 50 doctors, 130 nurses and 700 teachers.

Ontarians enjoy incomes and living standards seldom surpassed. Each year they produce goods and services exceeding \$25,000,000,000 and have a spending power which exceeds that of half the member nations of the United Nations.

Being the most highly industrialized province, Ontario has Canada's greatest share of skilled and semi-skilled workers. The number of employed workers exceeds 2,750,000. Over the years the teaching of trades through apprenticeships has proved to be the most effective way of making available the qualified tradesmen required by the construction, manufacturing and service industries.

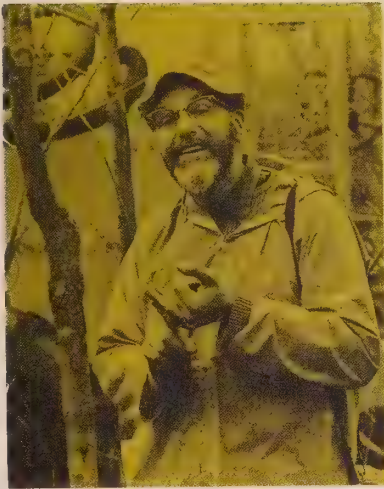
Thirty-two per cent of Ontarians are 14 years or under and 41 per cent are between 15 and 44 years. By 1972 almost 60 per cent will be under 30.

## Where the jobs are

Wages and salaries in Ontario exceed \$12,700,000,000 annually. Personal income represents \$2,500 per capita. Main areas of employment:

	Total	Percentage of Labor Force
Manufacturing	643,284	27
Community, business and personal service	467,127	20
Trade	370,540	16
Transport and communications	195,223	8
Public administration and defence	181,263	8
Agriculture	168,775	7
Construction	153,866	6
Finance, insurance and real estate	98,454	4
Mines, quarries, oil wells	42,660	2





## Population growth

Totals and projections, in thousands:

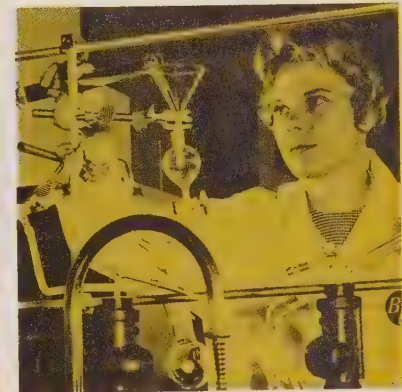
1941	3,788
1951	4,598
1961	6,236
1971	7,788
1981	9,981
1991	12,571
2001	15,697



## Ontarians all

Ontario's 10 main ethnic groupings:

	Total	Percentage
British	4,142,000	60
French	724,000	10
German and Austrian	487,000	7
Italian	306,000	4
Dutch	216,000	3
Polish	167,000	2
Ukrainian	139,000	2
Jewish	77,000	1
Scandinavian	70,000	1
Native Indian	56,000	0.8





# The gifts of nature

A treasure chest crammed with such riches as copper, nickel, iron, gold, uranium, cobalt, sulphur and timber. A treasure chest, the contents of which have yet to be fully assessed.

Ontario's wealth of natural resources might have sustained an empire in an earlier era. But man's efforts to develop them are comparatively recent. As well as providing the raw materials for the Ontario Workshop, mineral and timber resources add significant credit to Canada's trade balance. Industries based on mining and forestry also make an important contribution to exports.

Ontario accounts for approximately one-quarter of Canada's mining and forest industries production. Mining exceeds the \$1,000,000,000 mark in annual production, while the province's forestry and forest product industries account for more than \$715,000,000.

At least 15 metallic minerals, 10 non-metallic minerals, various structural materials, and deposits of petroleum and natural gas are found in Ontario in sufficient quantities for commercial development. Nickel (57 per cent of the world's production), copper, iron ore, gold and uranium account for 70 per cent of Ontario's total mineral production, which has more than trebled since 1948. Ontario also possesses the world's largest known uranium deposits.

Advanced technology and an expanding economy are making possible more and more mineral processing in the province. The steel industry is the outstanding example. By 1970 its capacity is expected to reach 14,000,000 tons, from a peak of 2,000,000 tons during the Second World War. Turning out a wide variety of steel, Ontario's mills, incidentally, are among the most efficient in the world.

While structural materials and fuels account for about one-fifth of Ontario's mineral production, non-metallic minerals represent only 2½ per cent of the total. Chief of the non-metallics is salt. Ontario provides almost all Canada's needs.

Ontario's forests cover more than 150,000 square miles — an area larger than the British Isles or West Germany, or the states of New York and Pennsylvania combined. The thriving pulp and paper industry which has grown up around this resource has annual production totalling some \$640,000,000. About 16 per cent of Canada's foreign trade is based on pulp and paper, and one-quarter of it is produced by Ontario. Including the products of primary forest and wood industries, Ontario's forests generate over \$400,000,000 in foreign earnings annually.

Sixty per cent of the forest reserves consist of softwoods, the balance of hardwoods. Five species account for 83 per cent of timber resources — spruce, balsam, jackpine, poplar, and white birch.

A closely co-ordinated reforestation program by government and industry, plus far-reaching forest management and protection practices, ensures plentiful timber reserves for tomorrow.

Although the number of workers in woods harvesting is declining, production continues to rise through the use of sophisticated mechanical equipment, much of it designed and manufactured in Ontario. The traditional colorful, unskilled lumberjack is giving way to the new breed of forest worker. He is better educated, works year-round with expensive machines, and lives in a permanent community with adequate schooling and social facilities.

Newsprint accounts for over half the value of paper production in Ontario, and the bulk of it is exported to the U.S. But with European demand for Canadian newsprint also increasing, it is estimated that newsprint production in Ontario will total 3,000,000 tons by 1980 — almost double the amount for 1960. Paperboards, book and writing paper account for 40 per cent of Ontario's paper production.

Masts and spars for sailing ships created one of the earliest demands for Ontario timber. The mining industry dates back to 1770 when the first attempts were made to commercially develop copper deposits at Sault Ste. Marie.



ONTARIO





## Of fish and furs

Industries based on fish and furs were among Ontario's earliest. Both have declined to minor economic importance today.

Commercial fishing employs some 2,500 Ontarians, and production is valued at approximately \$6,000,000. Most catches go to modern plants for processing, cooking, freezing and packaging. For more than 100 years most of the Ontario catch has been exported to the U.S.

The fur industry, which dominated the economy for more than two centuries, is interwoven throughout the province's early history. But today the fur business is mostly part-time.

Ontario's trapping industry employs approximately 9,000 persons, and annual production is valued at some \$4,000,000. Ranch-raised mink production represents \$8,200,000.



## The forests and the workshop

Net value of Ontario's forestry production reached \$126,768,000 in 1964. Value added by manufacturing was \$550,742,000, comprising:

	\$ Million		\$ Million
The lumber industry .....	38	Other wood industries .....	71
Pulp and paper .....	279	Other paper and allied industries .....	163
<b>Ontario mill shipments:</b>			
Newsprint .....	213	Wrapping paper .....	21
Paper boards .....	80	Tissue paper .....	10
Book and writing paper .....	86	Other paper .....	2

## Forestry production

Net value of forest industries production in Ontario and the province's percentage share of Canadian production (1964 figures rounded out):

	\$ Million	Percentage
<b>Forestry</b>	<b>127</b>	<b>16</b>
<b>Wood Industries</b>	<b>109</b>	<b>18</b>
Sawmills, sash, door and planing mills	65	14
Veneer and plywood mills	16	17
Other industries	28	37
<b>Paper and Allied Industries</b>	<b>442</b>	<b>34</b>
Pulp and paper mills	279	28
Asphalt roofing manufacturers	8	30
Paper box and bag manufacturers	84	81
Other paper converters	71	69
<b>Total</b>	<b>678</b>	<b>25</b>

## Mineral production

Gross value of mineral production in Ontario (1966), and the province's percentage share of Canadian production:

	\$ Million	Percentage
<b>Metallic Minerals</b>	<b>963</b>	<b>43.0</b>
Nickel	355	76.0
Copper	257	45.6
Iron ore	95	20.9
Gold	56	50.5
Uranium	39	79.7
Platinum	34	99.0
Zinc	79	25.1
Silver	27	45.3
Others	12	7
<b>Non-Metallic Minerals</b>	<b>29</b>	<b>6.9</b>
Salt	20	70.7
Nepheline syenite	4	100.0
Others	5	2
<b>Fuels</b>	<b>10</b>	<b>0.8</b>
Natural gas	6	3.0
Petroleum	4	0.4
<b>Structural Materials</b>	<b>191</b>	<b>40.8</b>
Sand and gravel	71	44.7
Cement	48	32.9
Stone	37	35.1
Clay products	25	57.1
Lime	11	66.6
<b>Total</b>	<b>1,193</b>	<b>27.1</b>







# From A to Z in manufacturing

Village blacksmith shops expanded with their communities to become iron works. Back room carding and weaving operations evolved into great mills. The small works for making wagons became a carriage works and subsequently a modern automobile plant.

Steady, rather than spectacular, is the pattern of industrial development in Ontario, which for more than a century has led the rest of Canada in manufacturing. Designing, producing, and exporting goods ranging from aircraft and air conditioners to zippers and zithers, Ontario accounts for more than half Canada's manufacturing production. One in three jobs depends on secondary manufacturing.

Ontario's transformation from a pioneer economy was under way as early as 1850, as plants were established to supply mining and milling machinery, smelting equipment, and agricultural implements. Railway and tariff policies introduced in the 1870's by the newly formed Canadian Confederation as part of an over-all design for the national economy, furthered Ontario's industrial development.

The railway linked the new nation from coast to coast. Protective tariffs provided the incentive to move goods east and west along its rails.

Far sighted planners envisioned a flourishing Prairie economy based on wheat, complemented by an industrial central Canada providing its agricultural hinterland with implements and manufactured goods. Ontario, at the centre of this network, grew to fulfil its role as the Workshop of Canada.

Settlement of the Canadian west and the continued extension of the rail-

roads further increased demand for hardware, agricultural implements, rolling stock and machinery to handle the accelerating exploitation of mineral, forest and hydro resources. Two world wars and vigorous post-war expansion periods brought further diversification to industry in Ontario. Geography also influenced the province's industrial development. Ontario is located in the centre of major Canadian and U.S. markets, and has a highly integrated transportation network. The easiest route between New York and Detroit, for instance, is across Southwestern Ontario.

The fertile lands and favorable climate of Southern Ontario have resulted in an agricultural base sufficient to support large urban communities, while a wealth of natural resources provides the province with the raw materials for diversified industries. Low cost electricity, natural gas, and other energy further stimulates industrial growth.

Increased exports, wider development of natural resources, growth of domestic demand, improvements in technology, and increasing investment in manufacturing industries have all contributed to a 415 per cent increase in Ontario factory shipments since 1946. Capital investment in manufacturing has approximated \$1,200,000,000 annually since 1964.

Ontario's manufacturing shipments total almost \$20,000,000,000 annually, and are expected to reach \$25,500,000,000 by 1970.

Basic markets for the products of the Ontario Workshop are domestic. The rich Canadian market gives Ontario its greatest economic opportunities and the depth and variety of its industry.



# Industrial top ten

Ontario's top 10 industries, with selling value of factory shipments, in millions, (1966 figures):

Transportation equipment .....	\$ 3,410
Foods and beverages .....	2,967
Primary metals .....	1,780
Metal fabricating .....	1,654
Electrical products .....	1,510
Chemicals and products .....	1,321
Paper and allied products .....	1,087
Machinery .....	1,070
Miscellaneous manufacturing .....	667
Printing, publishing and allied industries .....	613

*Ontario accounts for 80 per cent of Canada's steel production, and 22 per cent of newsprint production.*



## Manufacturing investment

Capital expenditures in Ontario manufacturing, in millions:

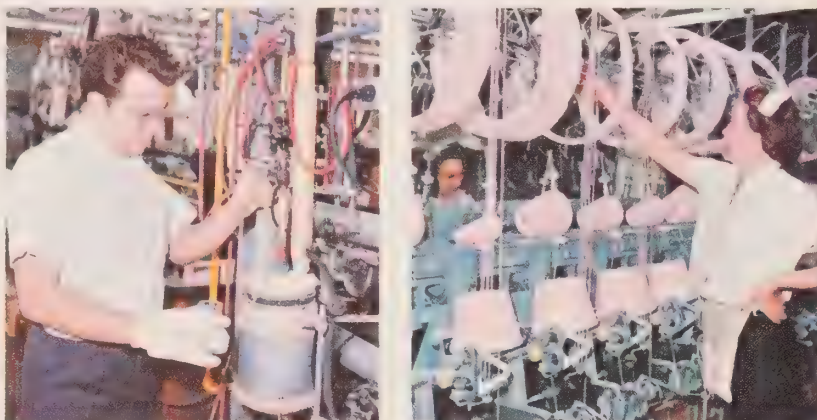




# Products for export

Ontario produces 78 per cent of Canada's manufactured exports and accounts for 36 per cent of all exports. Exports of fully manufactured goods from the province exceed \$1,800,000,000 annually.

The Ontario Department of Trade and Development has more than 20 continuing programs under way to further stimulate the province's industrial growth and export sales. These programs concentrate on such areas as

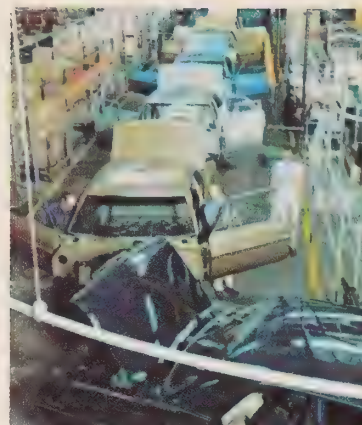


promoting efficient production, improving design, encouraging industrial research, increasing job opportunities, and expanding sales of Canadian-made products at home and abroad.

Ontario sales missions, usually comprising eight to 10 senior businessmen and a government marketing official, travel to all parts of the world. The Trade and Industry Branch also helps companies sell products in new markets by exhibiting at international fairs. Buyers from the world's leading firms are brought to Ontario and put in touch with manufacturers interested in exporting and establishing sales agents in other countries.

Through its confidential services the department advises and assists companies interested in establishing new plants in the province, or entering a manufacturing arrangement with an Ontario company. Ontario also offers capital and working loans to qualifying companies locating in certain areas of the province.

Ontario trade and commercial representatives are based in New York, Chicago, Los Angeles, Cleveland, Boston, Atlanta, London, Dusseldorf, Milan, Stockholm, Zurich, and Kingston, Jamaica.



*Ninety per cent of Canada's automotive industry is centered in Ontario.*

*Aircraft manufactured in the province fly the world's skyways.*

*Sophisticated guidance systems for jet aircraft are part of an expanding electronics industry.*



## Productivity

Ontario's gross provincial product per capita, compared to the gross national products per capita of selected countries (1965 figures):

	\$ Canadian
United States ..	3,820
ONTARIO .....	3,094
Canada .....	2,652
Sweden .....	2,740
West Germany .....	2,125
France .....	2,060
United Kingdom .....	1,960
Belgium .....	1,850
Netherlands ..	1,660
Italy .....	1,180
Japan .....	925



# ONTARIO





# Roads to market

It takes a modern, integrated transportation industry to reduce Ontario's vastness to commercially manageable size.

Shipping, road, rail and air services are highly competitive in moving the products of industry and agriculture—as well as the province's import needs. But as the need arises, they also work together in arriving at the speediest and most economical method of transportation to meet particular needs.

Road-rail containers which can be switched back and forth between flat cars and trucks, road-sea containers which help reduce handling costs both in Ontario and the country of destination, and the "piggy back" method of carrying loaded truck trailers on trains, are all part of integration within Ontario's transport industry.

Ontario centres as far as 2,300 miles from the Atlantic Ocean became fully fledged sea ports in 1959 with major extensions to the St. Lawrence Seaway-Great Lakes waterway system. New locks and improvements to canals established a minimum depth of 27 feet for the entire shipping artery.

Most of the cargo shipped on the St. Lawrence-Great Lakes system is in bulk—ore for Ontario's steel mills, coal for thermal-electric stations, grain from Western Canada to world markets, and pulp and paper shipments. But giving rise to an increase in general cargo are products of the Ontario Workshop ranging from machines and appliances to tools and automobiles, which are also shipped directly overseas.

Highways have unrolled across Ontario in keeping with the development of automotive transport. The province's 85,000 miles of roads and highways range from 12 lanes of freeway to graded gravel roads.

Named after two of Canada's founding fathers, the multi-lane Macdonald-Cartier Freeway directly serves the most heavily industrialized areas of the province along its 510 miles from Windsor, on the U.S. border, to the Quebec boundary. The longest single toll-free freeway in North America, Southern Ontario's "main street" has vastly improved all inter-urban road connections

and has had an important influence on Ontario industrial growth. Mounting traffic volume is as high as 130,000 vehicles daily over some sections.

Railways continue to play a strategic role in the development of Ontario, which has almost one-quarter of Canada's track mileage—over 10,000 miles of first main track. There are three major railway companies operating in Ontario—Canadian National, Canadian Pacific and Ontario Northland. Rail freight exceeds 65,000,000 tons annually.

Automated loading yards with the world's most advanced freight handling facilities, and specialized freight cars, are part of a revitalized approach to railroading in Ontario. As well as making use of scheduled services, manufacturers can also hire an entire train of freight cars to carry a specific product to market, with an immediate turn-around for another load.

A 60-mile rail commuter system serving the densely populated Pickering-Toronto-Hamilton area began operation in 1967. A major effort to relieve automobile pressure on area expressways, the Ontario government-sponsored rapid transit system serves the heart of the 100-mile crescent of land hugging the western shore of Lake Ontario between Niagara Falls and Oshawa. With continued growth at present levels, this area is expected to be recognized within 25 years as one of the world's greatest industrial concentrations—comparable to West Germany's Ruhr Valley, or the English Midlands.

Ontario has 140 land airports, and 138 water landing facilities. The province is served by Canada's two major airlines—Air Canada and Canadian Pacific Airlines—which together carry passengers and freight to 23 countries. Several other domestic and international carriers, and smaller airlines offering non-scheduled flights, also operate in Ontario. Eleven centres have daily scheduled service.

To handle increasing air cargo from Southern Ontario—including specialized industrial components and perishable produce—a \$6,000,000 freight complex is being built at Toronto International Airport.



# Turbo trains

Described by its designers as "a first cousin to an airliner," Canada's first turbo train will link Ontario and Quebec in 1968. Capable of 170 miles an hour, Canadian National's gas turbine trains will initially average 84 miles an hour on the 335-mile service between Toronto and Montreal, Canada's two largest cities. Domed, passenger-carrying power cars at either end of the trains simultaneously pull and push the passenger coaches in between. The turbo cars resemble an aircraft fuselage much more than a conventional railway car. Trains are slightly pressurized as well as air conditioned.



## Transportation at a glance

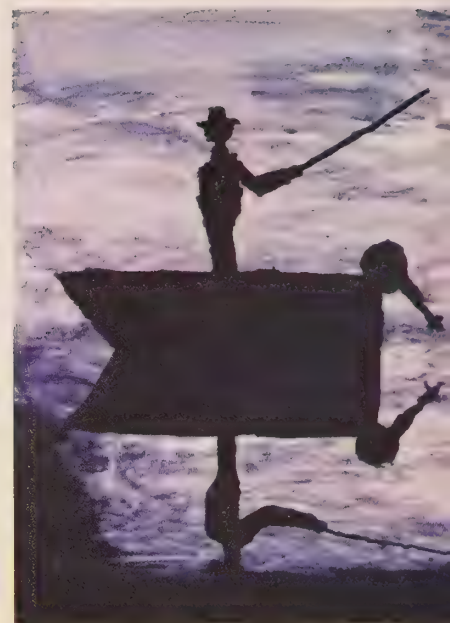
- Major Ontario ports and annual cargo totals, in millions of tons: Port Arthur-Fort William 17; Hamilton 10.3; Toronto 5.8; Sault Ste. Marie 5.4; Sarnia 4.2; Port Colborne 2.9.
- Commercial vehicles registered in Ontario: 516,000. There is one car for every three persons.
- Miles of paved highway: 22,260.
- More than \$456,000,000 is spent on improving and extending Ontario's highways and roads every year.
- Freight loaded and unloaded by Canadian railways in Ontario: 110,600,000 tons.
- Miles of railroad track: 10,073.
- Flying times from Toronto International Airport, in hours and minutes: London 6/40; Vancouver 4/40; New York 1/10; Jamaica 4/0.







*"My father working at Stelco (steel company)" — Hamilton*



*"Fishing at night" — North Bay*



*"Going to work at the Mine" — Timmins*

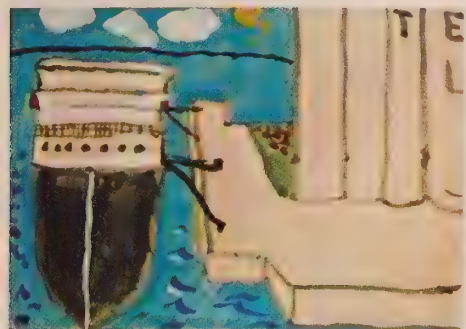


*"What I see when we pick up Daddy at Polymer (chemical plant)" — Sarnia*



# Gallery of Ontarians

Aspects of the provincial economy as seen by elementary school children . . .



*"Docking a ship" — Collingwood*



*"Building a new motel" — Parry Sound*



*"The cows give fresh milk. Milk is good for us" — Trenton*



*"The paper mill and Mt. McKay" — Fort William*



# Power demand doubles every decade

White-coated engineers and technicians, reading from a huge panel of colored lights and gauges, adjust switches and controls. In the depths of the dome-dominated building, bundles of uranium rods are rammed home into a nuclear reactor by remotely controlled fuelling equipment.

This is the initial step in the Ontario method of producing nuclear-electricity. With total demand for electricity doubling approximately every 10 to 12 years, the atom is playing an increasingly important role in helping meet the future power needs of the province's industries, homes and farms.

Beginning with the Niagara River, Ontario's vast water resources have systematically been harnessed since the start of this century to provide electricity at rates among the lowest in the world. With all major hydro-electric sources now developed, Ontario Hydro — the publicly owned power system which provides 90 per cent of the province's power requirements — is placing increasing emphasis on thermal-electric generation, coal-fired as well as nuclear.

Advanced technology and science are keeping the cost of thermal-electric power in line with hydro-electric. Nuclear plants operate most economically when in service continually. Coal-fired stations are best suited to produce power at times of peak demand, and to supplement hydro-electric generation during low river flows. Thermal-electric generation represents approximately 35 per cent of Hydro's resources, and may represent 65 per cent by 1975.

The Canadian-developed nuclear-electric concept employs a reactor fuelled

by natural uranium, which is available in abundance in the province. Moderated and cooled by heavy water, the system was pioneered in Ontario as a co-operative effort by Hydro, Atomic Energy of Canada Ltd., and Canadian General Electric Co. Ltd.

To keep ahead of Ontario's growth, Hydro has a continuing multi-million dollar construction program under way. It takes into account increasing power demands which average 6½ per cent annually.

Between 1967 and 1974, for instance, Hydro will have to provide as much generating capacity as it did in the preceding 60 years. Something in the neighborhood of an additional 8,000,000 to 9,000,000 kilowatts of power are involved.

Despite increasing emphasis on thermal-electric generation, hydro-electric development continues. River sites in northerly sections of Ontario, although comparatively small, continue to be tapped.

To bring power from these stations to Southern Ontario, where the increase in electrical demand is greatest, a 435-mile extra-high-voltage (EHV) transmission line reaches from the James Bay watershed to the Toronto area. Pioneering new design and engineering techniques developed by Ontario Hydro and Canadian manufacturers, the EHV system, operating at 500,000 volts, is more than double the maximum voltage previously used.

Ontario Hydro is one of 22 Canadian and U.S. electrical utilities which have inter-linked their power grids for greater security of service and to buy and sell power at the most economical rates.



*Niagara Falls, one of  
Canada's best-known  
tourist attractions, and a  
major power source.  
The nation's first nuclear-  
electric station at Douglas  
Point, Lake Huron.*







## Oil and gas

Some of North America's oldest oil and gas wells are located in Ontario. The first commercial oil well on the continent was drilled at Oil Springs in 1858.

Today approximately 98 per cent of the crude oil processed by Ontario refineries, and 80 per cent of the province's natural gas requirements, are piped in some 2,000 miles from Canada's western provinces, chiefly Alberta. Natural gas is available in practically all Ontario centres. It is distributed by three major companies and their subsidiaries through a pipeline network which exceeds 13,286 miles. Natural gas is said to have more than 25,000 daily uses in Ontario homes, industries and commercial establishments. Gas consumption in Ontario exceeds 268,300,000,000 cubic feet annually. Approximately 36 per cent is for residential use, 48 per cent industrial, and 16 per cent for commercial purposes.

## Ontario power costs

Ontarians pay about 1.30 cents per kilowatt-hour for electricity, compared to U.S. and British consumers who pay 2.25 cents, and 2.3 cents, respectively. Industrial users in the U.S. pay an average of 0.92 cents, and in Britain about 1.5 cents. In Ontario the average is 0.7 cents.









# Riches of the land

Scientific know-how ranks in importance with tractor power in the successful operation of the modern Ontario farm, and the computer is becoming no less significant than the combine.

The technological and mechanical revolution in Ontario agriculture since the Second World War is transforming the production of food from a way of life to a highly intricate business operation. Twenty years ago the Ontario farmer produced sufficient food for himself and 11 others. Today he produces enough for himself and 39 others.

Farming in Ontario is among the most sophisticated and highly mechanized in the world. Ninety-five per cent of the farms in the province are served by electricity. Ontario-made farm equipment — including combines, harvesters and tilling implements — not only work the province's and the nation's soil, but earn Canada more than \$100,000,000 annually in export sales.

In applying science to the land, developing new breeds of plants and animals, and introducing more efficient methods of storing, processing, transporting and merchandising, Ontario has become Canada's leading agricultural province. Farm cash income from all sources exceeds \$1,400,000,000 annually, and represents one-third of the Canadian total.

As a further agricultural aid, the computer is increasingly used to analyze farm production costs and business records, as well as for such tasks as solving research problems. To keep abreast of technological change, the Ontario farm operator has had to retrain and adapt himself just as much as his industrial counterpart.

Major agricultural areas are in the southwestern and central regions of the

province, and in the valleys of the St. Lawrence and Ottawa rivers. Intensive mixed farming dominates in the south, dairying and livestock in the east, tobacco and vegetables in the southwest, and fruits of all types in the Niagara Peninsula. Northern Ontario's clay belt provides a large tract of good farmland.

The high cost of agricultural mechanization, plus the increased size of urban areas, are among factors contributing to a gradual decline in small farm holdings, and the removal from production of marginal farmland. The number of farms in Ontario has declined in recent years at the rate of about 2,300 annually.

Commercial farms in Ontario now total 70,000. Farm production, however, continues to keep pace with Ontario's population growth. Approximately 7 per cent of Ontarians live on farms. There are some 110,000 farms in the province and they average 158 acres in size.

Commercial production of beef, pork and poultry for export dates back as early as 1881. Other Ontario agricultural exports include tobacco, cheese, bacon, field crops, fresh and canned vegetables and fruits, and juices and wines. Chief markets are Britain, the United States, Europe and the Caribbean.

As in the rest of Canada, Ontario's agriculture is among the least subsidized in the world, amounting to 2 per cent of net farm income. It is no small tribute to the efficiency of the farmer that Ontario families spend only 20 per cent of take-home pay for food.



# Farm cash receipts exceed \$1,230,000,000



*Eighty per cent of Canadian wines are produced from grapes grown in the Niagara Peninsula. Eight Ontario companies produce wine, some as many as 30 varieties.*



Agriculture is a distant second to manufacturing in Ontario's economy, in terms of production value. Cash receipts exceed \$1,230,000,000 annually. Leading segments of the industry and approximate receipts, in millions:

Livestock .....	\$481
Dairy .....	\$226
Field crops (oats, corn, grain, wheat, soybean, potatoes, sugar beets, etc.) .....	\$174
Poultry and eggs .....	\$156
Tobacco .....	\$114
Fruits and vegetables .....	\$ 79



# Education and job training

One-and-a-half new schools, or major school additions, opened every day! Such is the phenomenal expansion rate of Ontario's educational facilities in recent years.

Reflecting both the rapidly changing technological and intellectual requirements of a sophisticated industrial society and the needs of burgeoning younger generations, education gobbles up almost half the Province's entire budget. Including municipal school costs and government grants to universities, the total exceeds \$1,000,000,000 annually.

Ontario's education system, which had its formal beginning in 1816, basically comprises elementary schools, secondary or high schools, and institutions of higher learning, including universities and technological schools. Most children begin elementary schooling at the age of 6. Tuition is free and schooling is compulsory up to the age of 16. More than 70 per cent of children in the 15 to 19 age group remain at secondary school.

The Ontario Department of Education administers the education system, but schools are supervised by local boards or committees, elected or appointed by municipalities. Roman Catholics have "separate" elementary schools under public auspices, but there is a single tax-supported secondary school system. Private (fee paying) schools in Ontario account for 5 per cent of elementary and secondary school enrolment.

Elementary schools in Ontario strive to give children the most meaningful experience — mental, physical, emotional, and social — possible at each age level. Most secondary schools are composite schools — offering programs in arts and science; business and commerce; and science, technology and trades. Textbooks are provided at no cost to students in elementary and secondary schools.

University enrolment in Ontario, which exceeded 65,000 in 1967, is expected to total 100,000 by 1970 and 150,000 by 1975. There are now 21 degree-granting universities in the province. Most are expanding.

The province pays more than half the operating costs of universities, and grants are also made by the federal government. Universities, however, are entirely free of government control.

To help full-time students through universities and other institutions of higher learning, loans are available from the provincial and federal governments.

A direct response to the technological revolution and the higher education needs of thousands of school graduates not headed for traditional universities, colleges of applied arts and technology add a new dimension to education in Ontario.

Concentrating their main efforts on business and commerce, applied arts, vocational training, technology and trades, these colleges are absorbing vocational centres and institutes of trades and technology.

More than 20 colleges of applied arts and technology are expected to be functioning by the mid-1970's. Other higher learning facilities in Ontario include nursing, teaching and agricultural schools.

Recognizing that shortages of skills are frequently a problem of training and education, the Ontario government is expanding its programs for worker retraining and raising skill levels. An on-the-job training program financed by the Ontario and federal governments in co-operation with business and industry provides occupational training in short term courses lasting from one month to a year. On-the-job and apprenticeship training programs also go a long way to fill industry's requirements in a period when change of skill is becoming the rule rather than the exception. Night courses and extension courses at Ontario universities, colleges, technical and secondary schools enable adults to further improve their educations.

Ontario, then, not only recognizes the need for higher education but also provides for the continuous training and upgrading of its rapidly expanding work force.







*"Education is our principal tool for increasing the productive capacity of the economy, for creating a better society, and for providing the opportunity to every citizen to develop to his fullest potential"—1968 Ontario budget.*



*Industrial research in Ontario is concentrated at government-sponsored Sheridan Park Research Community, west of Toronto.*







# Time out for leisure

There are abundant facilities for leisure in the Workshop of Canada, and ample time for their use. With increasing spending power and a shorter work week, Ontarians are prompt to take advantage of the vast outdoors, and opportunities in sports and artistic endeavors.

With more than 250,000 lakes, 100 provincial parks and unexcelled hunting and fishing, Ontario holiday-making can mean either luxury living — or getting away from it all. It is cottaging and sailing . . . hiking and skiing . . . or canoeing and tobogganing. It is relaxing at hotel, motel or lodge . . . pitching tent in the stilled wilderness . . . or visiting restored historic sites which preserve the province's pioneer and colonial past.

With four distinct seasons, Ontario has a wide range of sports activities. Main professional sports are ice hockey and Canadian football. Soccer is also popular. Recent years have seen an unprecedented number of Ontarians become involved in participation sports embracing almost every type of game. Ontario athletes and swimmers are prominent in winning Canada international honors in sport.

Cultural development in Ontario parallels and helps attract industrial growth. Although the major centres are the focal points for the arts, there is a wide diversity of artistic activities in virtually every community of any size.

The Ontario Council for the Arts estimates that there are more than 10,000 drama groups, choirs, orchestras, bands, art clubs and galleries in the province, directly involving close to 1,500,000 persons. Easy access and good transportation facilities have also extended the touring range for theatre, ballet, musical and other groups, and for art exhibits.

Toronto, the provincial capital, is the home of several professional companies, including the Canadian Opera Company, the National Ballet Guild, and Theatre Toronto. The Toronto Symphony Orchestra is widely acclaimed

on tours of Europe, Britain and the U.S. International fame has been won too by the National Youth Orchestra of Canada, and the Festival Singers, which are also centred in Toronto.

Choirs, chamber orchestras, jazz groups and a wide range of theatre and dance groups thrive in the provincial capital. Toronto is also renowned as one of the foremost television and film production centres in North America. Drama activities in Ontario are highlighted each year by several festivals, including the world renowned Shakespearian festival at Stratford and the Shaw festival at Niagara-on-the-Lake. Since the Stratford festival began in 1953 more than 20 new industries have located in the city. Summer visitors spend an estimated \$5,000,000 in the area annually.

Ontarians have been prominent in the distinctive school of Canadian painters which emerged at the beginning of this century. They are well represented too in the modern school.

Business and industry join with government to support the arts in Ontario. Corporations and individual businessmen are generous with time and money. Through the Ontario Council for the Arts a sustained program is under way to raise artistic standards and levels of art appreciation. The council provides financial assistance to all levels of artistic endeavor — creative and performing. Groups are assisted by the council to tour the province, and grants are made to professional artists and performers to work with amateur groups in smaller towns.

In further improving the Ontario environment, the importance of sports and the arts is increasingly appreciated. Provincial, federal and civic authorities encourage and assist amateur sport and physical education programs in the province. They also support museums, art galleries, libraries and recreational facilities for the performing and visual arts.

# Tourism and the economy

Tourism is a \$1,600,000,000 industry in Ontario. That's a conservative estimate of the annual spending by holiday-makers and visitors to the province. Ontarians spend approximately \$1,080,000,000 on vacations and travel in the province; U.S. visitors \$400,000,000; visitors from other parts of Canada \$80,000,000; and overseas visitors \$40,000,000.

Each year Ontario entertains nearly three times as many foreign tourists as it has residents — a ratio that is one of the highest of any jurisdiction in the world.



*Stratford Festival Theatre.*



*Toronto Symphony Orchestra under musical director and conductor, Seiji Ozawa.*



# A place to live

In its first 100 years Ontario has evolved from a rural society based on centuries-old concepts, to an industrialized urban society undergoing radical changes every decade.

Seventy-five per cent of Ontarians today live in cities and towns—twice the percentage in 1900. By all accepted standards, Ontarians are among the world's most affluent people. More than 70 per cent of all dwellings, for instance, are owner-occupied, while there is one car for every three persons. Ontario's land is generous in its gifts. The people have responded with determination to succeed. The most obvious result from this winning combination is a vast "capital stock" of factories, homes, supermarkets, hospitals, expressways, schools and utilities. Between 1957 and 1967 alone, approximately one-quarter of Ontario's gross provincial product went into additions and replacements of "capital stock".

The labor force gives a true indication of the urban-industrial character of society. Ten per cent of workers are engaged in primary industry (agriculture, forestry, mining and fishing), 34 per cent in manufacturing and construction, and 56 per cent in services.

Working conditions in Ontario compare favorably with those elsewhere. The five-day, 40-hour week is widespread, and minimum pay rates apply. A large proportion of workers are union members.

Ontarians also enjoy a wide range of social services. Such benefits as hospital, medical and unemployment insurance programs, pension and retirement plans, and family allowances for children, are administered by the provincial and federal governments, as well as private corporations.

Ontario is governed by a 117-seat legislative assembly which is responsible for 19 distinct areas of jurisdiction. These include education, justice, the administration and organization of municipal institutions, property and civil rights, direct taxation within the province, and hospitals. Provincial and federal areas of government in Canada are defined in the British North America Act, the nation's major statute.

Members of the Ontario legislature—which follows the rules and procedures of the centuries-old British parliamentary system—are elected by popular vote. A lieutenant-governor, official representative of the Queen in Ontario, and a cabinet of ministers selected from the political party in power, administers the province. While the lieutenant-governor is the formal and legal executive authority of the Crown, he acts on the advice of his ministers in accordance with the conventions of the constitution. The cabinet remains in power as long as it retains the confidence of the legislature.

Local government is the responsibility of numerous city, town, village, township and improvement districts throughout the province.

To further the orderly economic and social development of Ontario, the province is divided into 10 economic regions. Under a co-operative effort between provincial and local governments, industry and business, each region's general land use, plus social and economic potential, is taken into account in planning the future. Main objectives of the program: To provide the best possible environment for all Ontarians, and to maintain an atmosphere conducive to over-all development and growth.

**ONTARIO**





# Ontario growth potential

	1967	2000
Gross provincial product	\$24,900,000,000	\$130,000,000,000
Labor force	2,834,000	6,900,000
Employment	2,745,000	6,750,000

# Affluence scale

Of the 1,810,000 households in Ontario, 1,286,000 are owned dwellings and 524,000 rented. Some 1,270,000 Ontarians live in single detached dwellings and 391,000 live in apartments or flats. Ownership of household equipment and appliances by household:

Electric refrigerators .....	1,787,000
Home freezers .....	447,000
Electric washing machines	
— automatic .....	446,000
— others .....	1,056,000
Electric clothes dryers .....	572,000
Floor polishers .....	1,137,000
Phonographs, record players .....	1,178,000
Television sets .....	1,732,000
FM radios .....	625,000
One car .....	1,144,000
Two or more cars .....	315,000





*Women are said to determine the spending of 80 cents of every retail dollar in Ontario. Trading on the Toronto Stock Exchange, second largest in North America, exceeds \$3,000,000,000 annually.*



# Population centres

## Metropolitan Areas

Toronto .....	2,158,496
Hamilton .....	499,116
Ottawa .....	384,397
Windsor .....	211,697
London .....	207,396
Kitchener .....	192,275
Sudbury .....	117,075
<b>Total</b> .....	<b>3,770,452</b>
Percentage of population	<b>54.2</b>

## Urban Areas

St. Catharines .....	109,418
Oshawa-Whitby .....	100,255
Lakehead (Fort William-Port Arthur) .....	97,770
Sault Ste. Marie .....	74,594
Kingston .....	71,540
Sarnia .....	66,713
Brantford .....	62,036
Niagara Falls .....	60,768
Peterborough .....	56,177
Guelph .....	51,377
Cornwall .....	50,239
<b>Total</b> .....	<b>800,887</b>
Percentage of population	<b>11.5</b>

*Ontario Parliament Building, Toronto.*







*Toronto, the provincial capital and nation's financial centre, is also a major inland port.*



## Stockholm

A place  
to g-r-o-w









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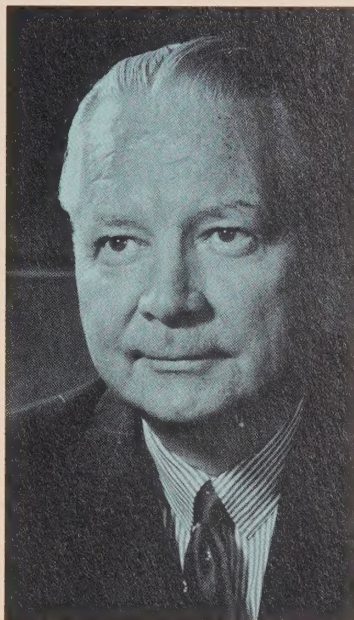
# A place to g-r-o-w

The Workshop of Canada is also known as the Province of Opportunity. With growth of real output averaging some 5.5 per cent annually, Ontario is on target in meeting its pre-determined economic objectives for 1970.

All forecasts of our future indicate we shall continue to require large amounts of outside investment capital . . . as well as the additional energies, skills and professional abilities of newcomers to the province. The Ontario government is firmly dedicated to maintaining a vigorous economic climate in which aggressive and efficient private enterprise can operate. Conditions are right for worthwhile returns on investment—in a new plant, a joint venture, a licensing arrangement, or marketing. Our growth rate means that profits can be expected to rise significantly.

Ontario must rely too on immigrants from all over the world to help build our prosperous future. Their needed skills and know-how are rewarded with a living standard rarely excelled, while their cultural heritage is equally welcomed.

Join us then, as we grow . . .



STANLEY J. RANDALL,  
*Minister of Trade and Development*



ONTARIO